

To: Piscitelli, J, 1800 - Cincinnati Region (SCHLENM), 1700 - Pittsburgh Region, 1600 - Buffalo Region (BRZEZIE),
1300 - Philadelphia Region (SWEETD), 1200 - New York Region (SCULLYA),
1100 - Boston Region (KERSHON)
From: S=Wilmesher; G=Dave; I=L.; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 12/2/96 20:22
Opened: 12/3/96 8:59
Subject: FW: Price Gap Presentation

As info, this seemed to help non-believers.

Dave Wilmesher

From: Zitta, Steve J.
To: Best, Jim W.; Coyle, Colleen A.; Cundari, Pat J.; Ellegate, John J.;
Fitzgerald, Don P.; Maguire, Jim V.; O'Connor, Lori M.; Odom, J. Tom; Petto,
Frank G.; Qualkinbush, Steve R.; Sanders, Rick M.; Wilmesher, Dave L.
Cc: Cross, Richard E.; Hawkins, Shari C.; Keith, R. Scott; Moore, Jerry R.;
Schmidt, Don E.
Subject: Price Gap Presentation
Date: Monday, November 25, 1996 1:43PM
Priority: High

Ladies & Gentleman:

The attached is a presentation that was developed by Collin Uffindell (RBM
in Pittsburgh) in an effort to communicate why price gap management is so
important. This presentation was made earlier this summer, and uses some
material from a presentation that Don Schmidt gave to the RBM several months
ago. According to Collin and Peter Schmidt a few reps were not executing the
pricing strategies spot on, due to their own beliefs, this presentation
helped them see the light. I hope you find it useful.

Regards,

Z-Man

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*Mike
Take a look
"Worth anything"?
Re [signature]
angm*

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